

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1-54 (Cancelled)

55. (New) A method of treating a subterranean formation by providing a wellbore fluid which comprises :
- an anionic surfactant for forming a viscoelastic (VES) gel in which the surfactant is a solution of worm-like micelles, the surfactant being selected from:
    - a carboxylate containing a hydrophobic group of 18 to 22 carbon atoms;
    - a compound of formula R-X-Y-Z, in which R is the hydrophobic tail of the surfactant, Z is the hydrophilic head of the surfactant and is either  $\text{COO}^-$  or  $\text{SO}_3^-$ , X is an amide or ester group and Y is a linear or branched, saturated or unsaturated chain of 1, 2 or 3 carbon atoms;
    - a dimer, trimer or oligomer of a said carboxylate or said compound of formula R-X-Y-Z;
  - a viscosity-enhancing nonionic hydrophilic-lipophilic organic compound having one or more polar groups, wherein the molar ratio of the organic compound to the anionic surfactant is not greater than 0.5; and
  - a salt at a concentration in a range of 0 to less than 6 wt%; and
- injecting the fluid into a wellbore leading to the subterranean formation.
56. (New) The method of claim 55 wherein the anionic surfactant has a hydrophobic group selected from one or more of oleyl, linoleyl, erucyl and tallowyl.

57. (New) The method of claim 55 wherein the anionic surfactant is selected from ester succinates, amide succinates and sarcosinates.
58. (New) The method of claim 55, wherein the hydrophilic-lipophilic organic compound is non-ionic and is composed of a linear or branched saturated or partially unsaturated carbon chain comprising one or more –OH or –NH<sub>2</sub> polar groups.
59. (New) The method of claim 58, wherein the hydrophilic-lipophilic compound contains at least one other group selected from an ether, ketone, amide, ester, phosphate ester or phosphonate ester group.
60. (New) The method of claim 55, wherein the hydrophilic-lipophilic organic compound is a mono-alcohol, a diol, an ethoxylated alcohol, ethoxylated amine, alkanolamide or fatty acid ethoxylate.
61. (New) The method of claim 55, wherein the hydrophilic-lipophilic organic compound is octan-1-ol, oleyl alcohol, versatyl alcohol, oleyl amine or a dimeric oleyl amine.
62. (New) The method of claim 55, wherein the molar ratio of the hydrophilic-lipophilic organic compound to the anionic surfactant is in a range from 0.01 to 0.4.
63. (New) The method of claim 55, wherein the molar ratio of the hydrophilic-lipophilic organic compound to the anionic surfactant is in a range from 0.05 to 0.3.
64. (New) The method of claim 55, wherein the wellbore fluid is a fracturing fluid or a diverting fluid.
65. (New) The method of claim 55 wherein the wellbore fluid has a salt concentration of less than 4 wt%.

66. (New) The method of claim 55 wherein the wellbore fluid has a salt concentration of less than 3 wt%.

67. (New) The method of claim 55 wherein the viscosity of the wellbore fluid is above 60cp at 100s<sup>-1</sup> at a temperature of above 60°C.

68. (New) A method for increasing the temperature at which there is a decrease in viscosity of a wellbore treatment fluid comprising a surfactant for forming a viscoelastic (VES) gel decreases in which the surfactant is a solution of worm-like micelles, the surfactant being selected from:

- a carboxylate containing a hydrophobic group of 18 to 22 carbon atoms;
- a compound of formula R-X-Y-Z, in which R is the hydrophobic tail of the surfactant, Z is the hydrophilic head of the surfactant and is either COO<sup>-</sup> or SO<sub>3</sub><sup>-</sup>, X is an amide or ester group and Y is a linear or branched saturated or unsaturated chain of 1, 2 or 3 carbon atoms;
- a dimer, trimer or oligomer of a said carboxylate or compound of formula R-X-Y-Z;

and wherein the fluid further comprises a salt at a concentration in a range of 0 to less than 6 wt%;

the method comprising adding to the treatment fluid a viscosity-enhancing amount of a non-ionic hydrophilic-lipophilic organic compound which is miscible with the fluid and has one or more polar groups.

69. (New) The method of claim 68 wherein the surfactant has a hydrophobic group selected from one or more of oleyl, linoleyl, erucyl and tallowyl.

70. (New) The method of claim 68, wherein the hydrophilic-lipophilic organic compound is composed of a linear or branched saturated or partially unsaturated carbon chain comprising one or more -OH or -NH<sub>2</sub> polar groups.

71. (New) A method of treating a subterranean formation by providing a wellbore fluid which comprises:
- an anionic surfactant for forming a viscoelastic (VES) gel in which the surfactant is a solution of worm-like micelles, the surfactant being selected from:
- a carboxylate containing a hydrophobic group of 18 to 22 carbon atoms;
  - a compound of formula R-X-Y-Z, in which R is the hydrophobic tail of the surfactant, Z is the hydrophilic head of the surfactant and is either  $\text{COO}^-$  or  $\text{SO}_3^-$ , X is an amide or ester group and Y is a linear or branched saturated or unsaturated chain of 1, 2 or 3 carbon atoms;
  - a dimer, trimer or oligomer of a said carboxylate or compound of formula R-X-Y-Z;
- a salt at a concentration in a range of 0 to less than 6 wt%; and
- a nonionic hydrophilic-lipophilic organic compound having one or more polar groups, effective to raise the viscosity of the fluid at temperatures in a range from 50 to 100°C; and
- injecting the fluid into a wellbore leading to the subterranean formation.
72. (New) The method of claim 71 wherein the anionic surfactant has a hydrophobic group selected from one or more of oleyl, linoleyl, erucyl and tallowyl.
73. (New) The method of claim 71 wherein the anionic surfactant is selected from ester succinates, amide succinates and sarcosinates.
74. (New) The method of claim 71, wherein the hydrophilic-lipophilic organic compound is composed of a linear or branched saturated or partially unsaturated carbon chain comprising one or more  $-\text{OH}$  or  $-\text{NH}_2$  polar groups.

75. (New) The method of claim 74, wherein the hydrophilic-lipophilic compound contains at least one other group selected from an ether, ketone, amide, ester, phosphate ester or phosphonate ester group.

76. (New) The method of claim 71, wherein the hydrophilic-lipophilic organic compound is a mono-alcohol, a diol, an ethoxylated alcohol, ethoxylated amine, alkanolamide or fatty acid ethoxylate.

77. (New) The method of claim 71, wherein the hydrophilic-lipophilic organic compound is octan-1-ol, oleyl alcohol, versatyl alcohol, oleyl amine or a dimeric oleyl amine.

78. (New) The method of claim 71, wherein the wellbore fluid is a fracturing fluid or a diverting fluid.

79. (New) The method of claim 71 wherein the wellbore fluid has a salt concentration of less than 4 wt%.

80. (New) The method of claim 71 wherein the wellbore fluid has a salt concentration of less than 3 wt%.

81. (New) The method of claim 71 wherein the wellbore fluid has viscosity above 60cp at  $100\text{s}^{-1}$  at temperatures in the range from 50 to 100°C.

82. The method of claim 71 wherein the nonionic hydrophilic-lipophilic organic compound is effective to raise the viscosity of the fluid at temperatures in a range from 50 to 130°C.